What is claimed is:

1. A method for gathering data concerning usage of media data provided from a predetermined receiver to a user, comprising:

gathering first data concerning usage of the media data by the predetermined receiver by means of a stationary monitoring system;

gathering second data concerning usage of the media data provided from the predetermined receiver by means of a portable monitor carried on the person of the user, wherein the second data corresponds to at least a portion of the first data;

communicating the first data and the second data to a processor; and

using the processor to match the second data to the first data, thereby producing audience measurement data concerning usage of the media data provided from the predetermined receiver.

2. The method of claim 1, wherein gathering the first data comprises gathering a time code corresponding to a broadcast time of the media data, further comprising:

gathering time of detection data corresponding to a time at which the first data was gathered; and

comparing the time code with the time of detection data to produce data indicating whether the reproduced media data had been recorded prior to a time at which the first data was gathered.

3. The method of claim 1, wherein gathering the first data comprises gathering a time code corresponding to a broadcast time of the media data, further comprising:

gathering time of detection data corresponding to a time at which the second data was gathered; and

comparing the time code with the time of detection data to produce data indicating whether the reproduced media data had been recorded prior to provision thereof to the user.

4. The method of claim 1, further comprising:

gathering user identification data uniquely identifying the user exposed to the media data; and

associating the user identification data with the audience measurement data, thereby producing user-specific audience measurement data.

5. A system for gathering data concerning usage of media data provided from a predetermined receiver to a user, comprising:

a stationary monitoring system coupled with the predetermined receiver for gathering first data concerning usage of the media data by the predetermined receiver;

a portable monitor carried on the person of the user having an input to receive the media data reproduced by the predetermined receiver, for gathering second data concerning usage of the media data provided from the predetermined receiver, wherein the second data corresponds to at least a portion of the first data; and

a processor having at least one input to receive the first data from the stationary monitoring system and the second data from the portable monitor, operative to match the second data to the first data to produce match data, and operative to produce audience measurement data concerning usage of the media data from the predetermined receiver based on the match data.

6. The system of claim 5, wherein the first data comprises a time code corresponding to a broadcast time of the media data, further comprising a clock coupled to the stationary monitoring system for gathering time of

detection data corresponding to a time at which the first data was gathered, wherein the processor is operative to compare the time code with the time of detection data to produce data indicating whether the reproduced media data had been recorded prior to the time at which the first data was gathered.

7. The system of claim 5, wherein the first data comprises a time code corresponding to a broadcast time of the media data, further comprising a clock coupled to the portable monitor for gathering time of detection data corresponding to a time at which the second data was gathered, wherein the processor is operative to compare the time code with the time of detection data to produce data indicating whether the reproduced media data had been recorded prior to receipt thereof by the portable monitor.

8. The system of claim 5, wherein the processor is operative to gather user identification data uniquely identifying the user exposed to the media data, and wherein the processor is operative to associate the user identification data with the audience measurement data, thereby producing user-specific audience measurement data.

9. The system of claim 5, wherein the stationary monitoring system comprises software running on a processor of the predetermined receiver.

10. A method for gathering data concerning usage of media data provided from a predetermined receiver to a user, comprising:

gathering first data concerning usage of the media data by the predetermined receiver by means of a stationary monitoring system;

gathering second data concerning usage of the media data provided from the predetermined receiver by means of a portable monitor carried on the person of the user, wherein the second data corresponds to at least a portion of the first data;

gathering user identification data uniquely identifying the user exposed to the media data;

communicating the first data, the second data, and the user identification data to a processor;

using the processor to match the second data to the first data, thereby producing audience measurement data concerning usage of the media data provided from the predetermined receiver; and

associating the user identification data with the audience measurement data, thereby producing user-specific audience measurement data.

11. The method of claim 10, wherein gathering the first data comprises gathering a time code corresponding to a broadcast time of the media data, further comprising:

gathering at least one of first time of detection data corresponding to a time at which the first data was gathered and second time of detection data corresponding to a time at which the second data was gathered;

communicating at least one of the first time of detection data and the second time detection data to a processor; and

using the processor to produce at least one of first time comparison data and second time comparison data,

wherein producing the first time comparison data comprises comparing the time code to the first time of detection data to produce data indicating whether the media data provided from the predetermined receiver had been recorded prior to the time at which the first data was gathered, and

wherein producing the second time comparison data comprises comparing the time code to the second time of detection data to produce data indicating whether the media data had been recorded prior to exposure of the user thereto.

12. A system for gathering data concerning usage of media data provided from a predetermined receiver to a user, comprising:

a stationary monitoring system coupled with the predetermined receiver for gathering first data concerning usage of the media data received by the predetermined receiver;

a portable monitor carried on the person of the user having an input to receive the media data reproduced by the predetermined receiver, for gathering second data concerning usage of the media data reproduced by the predetermined receiver, wherein the second data comprises at least a portion of the first data; and

a processor having at least one input to receive the first data from the stationary monitoring system and the second data from the portable monitor, operative to match the second data to the first data to produce match data, thereby producing audience measurement data concerning usage of the media data provided from the predetermined receiver based on the match data,

wherein the processor is operative to gather user identification data uniquely identifying the user exposed to the media data, and

wherein the processor is operative to associate the user identification data with the audience measurement data, thereby producing user-specific audience measurement data.

13. The system of claim 12, wherein the first data comprises a time code corresponding to a broadcast time of the media data, further comprising at least one of a first clock coupled to the stationary monitoring system for gathering first time of detection data corresponding to a time at which the first data was gathered, and a second clock coupled to the portable monitor for gathering second time of detection data corresponding to a time at which the

second data was gathered, wherein the processor is operative to produce at least one of first time comparison data and second time comparison data;

wherein the first time comparison data comprises an indication of whether the media data received by the predetermined receiver had been recorded prior to the time at which the first data was gathered, based on comparing the time code and the first time detection data; and

wherein the second time comparison data comprises an indication of whether the reproduced media data had been recorded prior to receipt thereof by the portable monitor, based on comparing the time code and the second time detection data.

14. A method for gathering data concerning usage of media data provided from a predetermined receiver to a user, comprising:

gathering first data concerning usage of the media data by the predetermined receiver by means of a stationary monitoring system;

gathering second data concerning usage of the media data provided from the predetermined receiver by means of a portable monitor carried on the person of the user; and

producing audience measurement data concerning usage of the media data provided from the predetermined receiver from the first data and the second data.

15. The method of claim 14, wherein the predetermined receiver comprises the stationary monitoring system.

16. The method of claim 15, wherein the stationary monitoring system comprises software running on a processor of the predetermined receiver.

17. The method of claim 14, wherein the predetermined receiver comprises at least one of a media data recording device, a media data playback device, a user-operated recording device, a user-operated playback device, a television, television broadcast reception equipment, a radio, radio broadcast reception equipment, a video cassette player, a digital video disk player, a digital video recorder, a gaming device, a personal video player, an audio cassette player, a compact disk player, a personal audio player, an electronic book, and a personal computer.

18. The method of claim 14, wherein the media data comprises at least one of television data, radio data, video cassette data, digital video disk data, digital video recorder data, personal video player data, audio cassette data, compact disk data, personal audio player data, audio data, video data, digital audio data, digital video data, gaming data, streaming media, Internet-supplied data, and personal computer data.

19. The method of claim 14, wherein the media data comprises data received by the predetermined receiver from a recording medium.

20. The method of claim 14, wherein the media data comprises data recorded by the predetermined receiver after reception thereof by the predetermined receiver.

21. The method of claim 14, wherein producing audience measurement data comprises producing data reflecting both exposure of the user to media data reproduced upon reception thereof by the predetermined receiver and exposure of the user to media data recorded by the predetermined receiver prior to exposure of the user thereto.

22. The method of claim 14, wherein producing audience measurement data comprises producing data reflecting a proportion of media data recorded by the predetermined receiver to which the user was exposed.

23. The method of claim 14, wherein gathering the second data comprises gathering data corresponding to at least a portion of the first data.

24. The method of claim 23, wherein producing the audience measurement data comprises comparing the first data to the second data.

25. The method of claim 14, wherein gathering the first data comprises gathering first media data reception data comprising an indication of at least one of a station, a channel, and a program received by the predetermined receiver, wherein gathering the second data comprises gathering second media data reception data comprising an indication of at least one of a station, a channel, and a program to which the user was exposed, and wherein producing the audience measurement data comprises comparing the first media data reception data to the second media data reception data.

26. The method of claim 14, further comprising gathering time of detection data corresponding to a time at which the first data was gathered.

27. The method of claim 26, further comprising determining an operational status of the predetermined receiver, based on the time of detection data.

28. The method of claim 27, further comprising using the stationary monitoring system to determine the operational status of the predetermined receiver, and wherein the first data comprises data corresponding to the operational status of the predetermined receiver.

29. The method of claim 27, further comprising communicating at least one of the first data and the time of detection data to a processor, and using the processor to determine the operational status of the predetermined receiver.

30. The method of claim 25, wherein gathering the first data comprises gathering a time code from the media data, further comprising comparing the time code with the time of detection data to produce data indicating whether the media data received by the predetermined receiver had been recorded prior to the time at which the first data was gathered.

31. The method of claim 14, further comprising gathering time of detection data corresponding to a time at which the second data was gathered.

32. The method of claim 31, further comprising determining an operational status of the predetermined receiver, based on the time of detection data.

33. The method of claim 31, wherein gathering the first data comprises gathering a time code from the media data, further comprising comparing the time code with the time of detection data to produce data indicating whether the reproduced media data had been recorded prior to receipt thereof by the portable monitor.

34. The method of claim 14, wherein the predetermined receiver comprises a media data recording device, further comprising:

gathering at first time data corresponding to at least one of a time of reception of the media data by the predetermined receiver and a time of recording thereof by the media data recording device;

gathering second time data corresponding to a time of reproduction of the media data recorded by the media data recording device; and

comparing the first time data and the second time data to produce data indicating that the media data recording device recorded the media data prior to reproduction of the media data.

35. The method of claim 14, wherein gathering the first data comprises gathering a time code from the media data.

36. The method of claim 35, further comprising determining an operational status of the predetermined receiver, based on the time code.

37. The method of claim 36, further comprising using the stationary monitoring system to determine the operational status of the predetermined

receiver, and wherein the first data comprises data corresponding to the operational status of the predetermined receiver.

38. The method of claim 36, further comprising using the portable monitor to determine the operational status of the predetermined receiver, and wherein the second data comprises data corresponding to the operational status of the predetermined receiver.

39. The method of claim 36, further comprising communicating at least one of the first data and the second data to a processor, and using the processor to determine the operational status of the predetermined receiver.

40. The method of claim 14, wherein the first data is resolved within a first time interval, wherein the second data is resolved within a second time interval, and wherein the first time interval is shorter than the second time interval.

41. The method of claim 40, wherein the first data and the second data comprise an indication of at least one of a station, a channel, a commercial, a segment and a program to which the user is exposed.

42. The method of claim 40, wherein gathering the second data comprises detecting an ancillary code in audio media data received as acoustic energy by the portable monitor.

43. The method of claim 41, wherein gathering the first data comprises detecting an ancillary code in audio media received by the predetermined receiver by means of the stationary monitoring system.

44. The method of claim 40, further comprising comparing the first data and the second data to detect correspondence there between and based on a detected correspondence thereof, producing third data representing the usage of media data as reflected by the second data and resolved within a third time interval shorter than the second time interval.

45. The method of claim 14, further comprising gathering user identification data associated with the user, wherein the user identification data uniquely identifies the user.

46. The method of claim 45, further comprising associating the audience measurement data with the user identification data, thereby producing user-specific audience measurement data.

47. The method of claim 14, wherein gathering the first data comprises receiving a first ancillary code encoded in the media data, and wherein gathering the second data comprises receiving a second ancillary code encoded in the media data.

48. The method of claim 47, wherein gathering the first data further comprises:

receiving an audio portion of the media data in the stationary monitoring system; and

detecting the first ancillary code in the audio portion.

49. The method of claim 48, wherein receiving the audio portion of the media data in the stationary monitoring system comprises receiving the audio portion through an audio input device coupling the stationary monitoring system to the predetermined receiver.

50. The method of claim 47, wherein gathering the second data further comprises:

receiving an audio portion of the media data in the portable monitor; and

detecting the second ancillary code in the audio portion.

51. The method of claim 50, wherein receiving the audio portion of the media data in the portable monitor comprises receiving the audio portion by means of a microphone or other transducer.

52. The method of claim 47, wherein the first and second ancillary codes comprise the same code.

53. The method of claim 47, where in the first and second ancillary codes comprise different codes.

54. The method of claim 53, wherein gathering the first ancillary code comprises gathering the first ancillary code from one of a video portion of the media data and a data packet of digital media data, and wherein gathering the second ancillary code comprises gathering the second ancillary code from audio media data.

55. The method of claim 14, wherein gathering the first data comprises receiving a data packet broadcast within a digital broadcast channel, wherein the data packet comprises an indication of at least one of a station, a channel, and a program received by the predetermined receiver.

56. The method of claim 14, wherein gathering the second data comprises detecting an ancillary code encoded in an audio portion of the media data received in the portable monitor through a microphone or other transducer.

57. The method of claim 14, further comprising:

communicating the first data and the second data to a processor; and

producing data by means of the processor indicating that an audio portion of the media data received by the predetermined receiver has not been reproduced, based on the first data and the second data.

58. The method of claim 57, wherein the processor produces the data based on the absence in the second data of an indication of at least one of a station, a channel, and a program to which the user was exposed.

59. The method of claim 56, further comprising:

communicating the first data and the second data to a processor; and

producing data by means of the processor indicating that the user left a vicinity of the predetermined receiver, based on the first data and the second data.

60. The method of claim 59, wherein the second data comprises detection error data produced by the portable monitor.

61. The method of claim 14, further comprising:

communicating the first data from the stationary monitoring system to a processor;

communicating the second data from the portable monitor to the processor; and

using the processor to produce the audience measurement data concerning usage of the media data received by the predetermined receiver and reproduced for the user, based on the first data and the second data.

62. The method of claim 14, further comprising communicating the audience measurement data to a remote location.

63. The method of claim 14, further comprising communicating the first data and the second data to a remote location, and wherein producing audience measurement data comprises producing the audience measurement data at the remote location.

64. A system for gathering data concerning usage of media data provided from a predetermined receiver to a user, comprising:

a stationary monitoring system coupled with the predetermined receiver for gathering first data concerning usage of the media data by the predetermined receiver;

a portable monitor carried on the person of the user having an input to receive the media data provided from the predetermined receiver, for gathering second data concerning usage of the media data provided from the predetermined receiver; and

a processor having at least one input to receive the first data from the stationary monitoring system and the second data from the portable monitor, for producing audience measurement data concerning usage of the media data provided from the predetermined receiver from the first data and the second data.

65. The system of claim 64, wherein the predetermined receiver comprises the stationary monitoring system.

66. The system of claim 65, wherein the stationary monitoring system comprises software running on a processor of the predetermined receiver.

67. The system of claim 64, wherein the predetermined receiver comprises at least one of a media data recording device, a media data playback device, a user-operated recording device, a user-operated playback device, a television, television broadcast reception equipment, a radio, radio broadcast reception equipment, a video cassette player, a digital video disk player, a digital video recorder, a gaming device, a personal video player, an audio cassette player, a compact disk player, a personal audio player, an electronic book, and a personal computer.

68. The system of claim 64, wherein the media data comprises at least one of television data, radio data, video cassette data, digital video disk data,

digital video recorder data, personal video player data, audio cassette data, compact disk data, personal audio player data, audio data, video data, digital audio data, digital video data, gaming data, streaming media, Internet-supplied data, and personal computer data.

69. The system of claim 64, wherein the media data comprises data received by the predetermined receiver from a recording medium.

70. The method of claim 64, wherein the media data comprises data recorded by the predetermined receiver after reception thereof by the predetermined receiver.

71. The system of claim 64, wherein the audience measurement data comprises data reflecting both exposure of the user to media data reproduced upon reception thereof by the predetermined receiver and exposure of the user to media data recorded by the predetermined receiver prior to exposure of the user thereto.

72. The system of claim 64, wherein the audience measurement data comprises data reflecting a proportion of media data recorded by the predetermined receiver to which the user was exposed.

73. The system of claim 64, wherein the second data corresponds to at least a portion of the first data.

74. The system of claim 73, wherein the processor is operative to compare the first data to the second data.

75. The system of claim 64, wherein the first data comprises first media data reception data comprising an indication of at least one of a station, a channel, and a program received by the predetermined receiver, wherein the second data comprises second media data reception data comprising an indication of at least one of a station, a channel, and a program to which the user was exposed, and wherein the processor is operative to compare the first media data reception data to the second media data reception data.

76. The system of claim 64, further comprising a clock coupled to the stationary monitoring system for gathering time of detection data corresponding to a time at which the first data was gathered.

77. The system of claim 76, wherein the processor is operative to determine an operational status of the predetermined receiver, based on the time of detection data.

78. The system of claim 76, wherein the stationary monitoring system is operative to determine an operational status of the predetermined receiver, based on the time of detection data.

79. The system of claim 76, wherein the first data comprises a time code, and wherein the processor is operative to compare the time code with the time of detection data to produce data indicating whether the reproduced media data had been recorded prior to the time at which the first data was gathered.

80. The system of claim 64, further comprising a clock coupled to the portable monitor for gathering time of detection data corresponding to a time at which the second data was gathered.

81. The system of claim 80, wherein at least one of the portable monitor and the processor is operative to determine an operational status of the predetermined receiver, based on the time of detection data.

82. The system of claim 80, wherein the first data comprises a time code, and wherein at least one of the portable monitor and the processor is operative to compare the time code with the time of detection data to produce data indicating whether the reproduced media data had been recorded prior to receipt thereof by the portable monitor.

83. The system of claim 64,

wherein the predetermined receiver comprises a media data recording device,

wherein the stationary monitoring system is operative to gather first time data corresponding to at least one of a time of reception of the media data by the predetermined receiver and a time of recording thereof by the media data recording device,

wherein the portable monitor is operative to gather second time data corresponding to a time of reproduction of the media data recorded by the media data recording device, and

wherein the processor is operative to compare the first time data and the second time data to produce data indicating that the media data recording device recorded the media data prior to reproduction of the media data.

84. The system of claim 64, wherein the first data comprises a time code gathered from the media data.

85. The system of claim 84, wherein the processor is operative to determine an operational status of the predetermined receiver, based on the time code.

86. The system of claim 74, wherein the stationary monitoring system is operative to determine an operational status of the predetermined receiver based on the time code, and wherein the first data comprises data corresponding to the operational status of the predetermined receiver.

87. The system of claim 64, wherein the portable monitor is operative to detect a time code in the media data, and wherein one of the portable monitor and the processor is operative to determine an operational status of the predetermined receiver.

88. The system of claim 64, wherein the stationary monitoring system is operative to resolve the first data within a first time interval, wherein the

portable monitor is operative to resolve the second data within a second time interval, and wherein the first time interval is shorter than the second time interval.

89. The system of claim 88, further comprising an ancillary code encoded in audio media data, wherein the portable monitor is operative to receive the audio media data as acoustic energy, and gather the second data based on the ancillary code.

90. The system of claim 89, further comprising an ancillary code encoded in audio media data received by the predetermined receiver, wherein the stationary monitoring system is operative to receive the audio media data, and gather the first data based on the ancillary code.

91. The system of claim 88, wherein at least one of the stationary monitoring system and the processor is operative to compare the first data and the second data to detect correspondence there between, and based on a detected correspondence thereof, produce third data representing the usage of media data as reflected by the second data and resolved within a third time interval shorter than the second time interval.

92. The system of claim 88, wherein the first data and the second data comprise an indication of at least one of a station, a channel, and a program to which the user is exposed.

93. The system of claim 64, wherein the processor is operative to gather user identification data uniquely identifying the user.

94. The system of claim 93, wherein the processor is operative to associate the audience measurement data with the user identification data, thereby producing user-specific audience measurement data.

95. The system of claim 64, wherein the media data comprises a first ancillary code and a second ancillary code, and wherein the stationary

monitoring system is operative to detect the first ancillary code and the portable monitoring device is operative to detect the second ancillary code.

96. The system of claim 95, wherein the stationary monitoring system comprises:

an audio receiver for receiving an audio portion of the media data; and

a detector coupled to the audio receiver for detecting the first ancillary code in the audio portion of the media data.

97. The system of claim 96, wherein the audio receiver is physically coupled to the predetermined receiver.

98. The system of claim 95, wherein the portable monitor comprises:

an audio receiver for receiving an audio portion of the media data; and

a detector coupled to the audio receiver for detecting the second ancillary code in the audio portion of the media data.

99. The system of claim 98, wherein the audio receiver comprises a microphone or other transducer.

100. The system of claim 95, wherein the first and second ancillary codes comprise the same code.

101. The system of claim 95, wherein the first and second ancillary codes comprise different codes.

102. The system of claim 101, wherein the first ancillary code is encoded in one of a video portion of the media data and a data packet of digital media data, and the second ancillary code is encoded in audio media data.

103. The system of claim 64, wherein the stationary monitoring system is operative to gather the first data from a data packet broadcast in a digital broadcast channel received by the predetermined receiver, wherein the first

data comprises an indication of at least one of a station, a channel, and a program received by the predetermined receiver.

104. The system of claim 64, wherein the media data comprises an ancillary code encoded in an audio portion of the media data, and the portable monitor comprises a microphone or other transducer for receiving the audio portion.

105. The system of claim 104, wherein the processor is operative to produce an indication that the audio portion of the media data received by the predetermined receiver has not been reproduced, based on the first data and the second data.

106. The system of claim 105, wherein the processor is operative to produce the indication based on the absence in the second data of an indication of at least one of a station, a channel, and a program to which the user was exposed.

107. The system of claim 104, wherein the processor is operative to produce an indication that the user left a vicinity of the predetermined receiver, based on the first data and the second data.

108. The system of claim 107, wherein the second data comprises detection error data produced by the portable monitor.

109. The system of claim 64, wherein the processor is operative to communicate the audience measurement data to a remote location.

110. The system of claim 64, wherein the processor is located remotely from the stationary monitoring system and the portable monitoring device.

111. A method for gathering data concerning media data provided from a predetermined receiver to a user, comprising:

gathering first data concerning usage of the media data by means of a portable monitor carried on the person of the user;

gathering second data concerning usage of media data by the predetermined receiver by means of a monitoring system separate from the portable monitor, the second data corresponding to at least a portion of the first data; and

producing audience measurement data based on the first and second data.

112. The method of claim 111, wherein producing audience measurement data comprises matching the first data with the second data.

113. The method of claim 111, wherein the monitoring system comprises a stationary monitoring system.

114. The method of claim 113, wherein the stationary monitoring system is positioned in proximity to the receiver.

115. The method of claim 111, wherein the monitoring system comprises software running on a processor of the receiver.

116. The method of claim 111, wherein the monitoring system receives one of the media data or data concerning the media data from a cable or satellite television or radio system and produces the second data therefrom.

117. The method of claim 111, wherein the monitoring system is located within the receiver.

118. The method of claim 111, wherein the monitoring system comprises a peripheral device coupled with the receiver.

119. The method of claim 111, wherein the monitoring system receives one of the media data and data concerning the media data from a server or other content provider supplying the media data to the receiver.

120. A system for gathering data concerning media data provided from a predetermined receiver to a user, comprising:

a portable monitor carried on the person of the user having an input to receive the media data provided from the predetermined receiver, for gathering first data concerning usage of the media data provided from the predetermined receiver;

a monitoring system coupled with the predetermined receiver for gathering second data concerning usage of the media data by the predetermined receiver, the monitoring system being separate from the portable monitor, the second data corresponding to at least a portion of the first data; and

a processor having at least one input to receive the first data from the monitoring system and the second data from the portable monitor, for producing audience measurement data concerning usage of the media data provided from the predetermined receiver from the first data and the second data.

121. The system of claim 120, wherein the processor is operative to match the first data with the second data.

122. The system of claim 120, wherein the monitoring system comprises a stationary monitoring system.

123. The system of claim 122, wherein the stationary monitoring system is positioned in proximity to the receiver.

124. The system of claim 120, wherein the monitoring system comprises software running on a processor of the receiver.

125. The system of claim 120, wherein the monitoring system is coupled with a cable or satellite television or radio system to receive one of the media data or data concerning the media data and produces the second data therefrom.

126. The system of claim 120, wherein the monitoring system is located within the receiver.

127. The system of claim 120, wherein the monitoring system comprises a peripheral device coupled with the receiver.

128. The system of claim 120, wherein the monitoring system is coupled with a server or other content provider supplying the media data to the receiver to receive one of the media data and data concerning the media data therefrom.

129. A method for gathering data concerning usage of media data provided from a predetermined receiver to a user, comprising:

gathering first data concerning usage of the media data by the predetermined receiver by means of a stationary monitoring system, wherein gathering the first data comprises gathering a time code corresponding to a broadcast time of the media data;

gathering second data concerning usage of the media data provided from the predetermined receiver by means of a portable monitor carried on the person of the user, wherein the second data corresponds to at least a portion of the first data;

gathering at least one of first time of detection data corresponding to a time at which the first data was gathered and second time of detection data corresponding to a time at which the second data was gathered;

communicating the first data, the second data, and at least one of the first time of detection data and the second time of detection data to a processor;

using the processor to match the second data to the first data, thereby producing audience measurement data concerning usage of the media data provided from the predetermined receiver; and

using the processor to produce at least one of first time comparison data and second time comparison data,

wherein producing the first time comparison data comprises comparing the time code to the first time of detection data to produce data indicating whether the media data used by the predetermined receiver had been recorded prior to the time at which the first data was gathered, and

wherein producing the second time comparison data comprises comparing the time code to the second time of detection data to produce data indicating whether the media data had been recorded prior to receipt thereof by the portable monitor.

130. A system for gathering data concerning usage of media data provided from a predetermined receiver to a user, comprising:

a stationary monitoring system coupled with the predetermined receiver for gathering first data concerning usage of the media data by the predetermined receiver, wherein the first data comprises a time code corresponding to a broadcast time of the media data;

a portable monitor carried on the person of the user having an input to receive the media data provided from the predetermined receiver, for gathering second data concerning usage of the media data provided from the predetermined receiver, wherein the second data comprises at least a portion of the first data;

at least one of a first clock coupled to the stationary monitoring system for gathering first time of detection data corresponding to a time at which the first data was gathered, and a second clock coupled to the portable monitor for gathering second time of detection data corresponding to a time at which the second data was gathered;

a processor having at least one input to receive the first data from the stationary monitoring system and the second data from the portable monitor,

operative to match the second data to the first data to produce match data, and operative to produce audience measurement data concerning usage of the media data provided from the predetermined receiver based on the match data,

wherein the processor is operative to produce at least one of first time comparison data and second time comparison data,

wherein the first time comparison data comprises an indication whether the media data used by the predetermined receiver had been recorded prior to the time at which the first data was gathered, based on comparing the time code and the first time detection data, and

wherein the second time comparison data comprises an indication whether the media data had been recorded prior to receipt thereof by the portable monitor, based on comparing the time code and the second time detection data.